CATALINA MARKETING CORPORATION

October 17, 1997

Mr. Tom Lauinger
Philip Morris USA
120 Park Avenue
New York, New York 10017

Dear Tom,

As promised, attached is an addendum for your signature as we await PM legal review of the CTA contract for Virginia Slims and Parliament (target signature date = 10/24).

We all understand that because of the lack of lead time that CTA programs have been pushed back to cycle 97:13 execution as follows:

Virginia Slims - Cycle 97:13

- Target vs. Pack Smokers: Deliver impression about phone card offer.
- Target vs. Carton Smokers: Issue phone card reward.

Parliament - Cycle 97:13

- Target all Parliament Packings Smokers: Deliver impression/survey.

We're eager to design and execute these exciting targeted advertising programs for Philip Morris! Unfortunately, if we don't close on all required paperwork by 10/24 we will not be able to implement these programs in December because of retailer lead time requirements and quality control issues.

We'll continue to stay in touch. Let's plan on nailing down the data research portion of Virginia Slims' program by 11/5. Thanks for your support! We really appreciate it and enjoy partnering with you.

Sincerely,

Susan Ragan
Sales Director

SR/dp
cc: Michele Anton
Melissa Goidel - CMC

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